Headquarters U.S. Air Force

Integrity - Service - Excellence

Surveys

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Agenda

- Introduction
- What is a well designed survey?
- Why do surveys?
- How to develop questions
- When to do a survey
- Results……

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Introduction

- Decide quickly
- Begin with the end in mind
- Utilize SIB SMEs
- SIB inputs
- SEFL review
- Quantify
- Report

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A well designed survey is…

- **Systematic**
- **Impartial**
- **Representative**
- **Quantitative**
- **Replicable**

Why

- To support or refute factors in an investigation
- Economical (time/money)
- Boost validity and reliability of your conclusions
- Via GROUP
  - opinion
  - perception
  - knowledge
  - experience

Why

- **Pros**
  - **Information**
  - **Easy**
- **Cons**
  - **Validity – is it really what you thought**
  - **Garbage in – garbage out**

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Pseudo test

1. Alien beings from a highly evolved advanced society land in your back yard. As a token of intergalactic friendship they present you with a SIG Model 91 Tri-Phasic body scanner, which is capable of curing every human disease. You decide to:

a. **Present it to your mother?**
b. **Present it to the Secretary General of the United Nations?**
c. **Take it apart?**

How

- Resources
  - People
    - “experts” formal and informal
  - Guidance
  - Documentation
- Coordinate with PM, IO for correct wording
- Ask 1 thing at a time
- Intro questionnaire, SIB, anonymous

How

- **Open ended**
  - **What, where, how, when….**
- **Closed ended**
  - **Categories**
    - **Experience**
    - **Ratings**
    - **Feelings**
    - **Perceptions**

How

- Closed ended is better than open ended
  - Don't fish……
- Likert scale
  - Even vs. Odd "forced choice" response options
- Chunk:
  - A, B, C, D
  - Block 30, Block 40, Block 50
  - IP, 2 ship, 4 ship

How

- Exhaustive options
- Simple language
  - Avoid medical/psychological academic lingo
- 20 Q Max

How

- Survey tools
  - Unit
  - Peers
  - (AFPAM 91-211 -- A-7)
- Do not use concepts like variance, standard deviation or rates of change
- Percentages/portions useful with Ops

How

- **Easily understood meaning and definitions**
  - **“family”, “neighborhood”**
- **Recall of the past…the hippocampus* is not a photo album**
  - **To enhance recall use:**

a. Bounded recall
b. Narrow reference period to six months or less.
c. Averaging
d. Landmarks
e. Cues

- **Hypothetical questions – Bad…Imagine you are the commander of a Squadron - how would you deal with….**

How

- Speak in common Language
  - “principal” vs. “main”
  - “intelligible” vs. “clear”
  - cut elevated language down to size
- Short is generally better
  - twenty words or less
- Avoid double negatives - “Instructor pilots should not be required to monitor students academic and professional progress” - Disagree option gets tangled.
- Improved: Instructor Pilots should be required to monitor students academic and professional progress Agree/Disagree.

Pseudo Test (continued)

6. In your opinion the ideal pet is a

a. **cat**

b. **dog**

c. **a dog that bites kids and eats cats**

When

- **Requires Time!!!!**
  - **ID need early**
  - **Hand out and collect: Friday aircrew meeting?**
  - **Need to have someone able to build charts**
  - **Coordinate with PM, IO for correct wording**

- **SEFL has previous examples and can assist in survey development**

When

- Good times
  - When people are there
  - When are interested
  - When people are motivated
  - When they know something about it
- Bad times
  - When group split apart
  - When extremely angry
  - When sick, or family crisis/distractions
  - When peripheral to the issue

Results

- Include survey in formal report
- Include tabulated responses in formal report
- Include analysis/conclusions in formal report

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Using survey results

- The findings and causes (Tab T)
- Analysis
- Charts
- The written report (Tab Y)

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Pseudo Test (the end)

3. When is it “OK” to kiss another male?

a. **When you wish to display simple and pure affection without regard for narrow-minded social conventions?**

b. **When he is the Pope (not on the lips)**

c. **When he is your brother and you are Al Pacino and this is the only really sportsman like way to let him know that, for business reasons, you have to have him killed.**

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Summary

- Know what you are looking for
- Know your population
- Know what you are asking
- Know what the results mean
- Include the survey and the results in Tab Y

Thank-you!

??????????QUESTIONS???????????

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